

What Do You Do When the Press is After YOU?



Use the News Media to YOUR Best Advantage

Take Control - Become More Proactive

Build a Positive Public Image

Let the Media Experts Show You How

Instructors Russell Ruffin and Penny Carter are Skilled Broadcast News and Public Safety Media Relations Professionals

Join Other First Responders and Public Information Officers from the Region

Simulated: Natural Disaster, Campus Shooting, Terrorist Attack, Routine Incidents

LIVE On-Camera Coaching with Free DVD Video of Your Performances

You Will Come Away with Skills to:

- Use Transitions to Keep Your Message On Track
- Ensure that YOUR Message Gets Reported
- Become More Proactive and Less Reactive
- Turn Negative Press into Positive Press
- Create a More Positive Public Image
- Manage Tricky Questioning
- Develop More Confidence

2-Day Seminar
\$295.

Hosted by **Richland County Sheriff's Dept.**

Columbia, SC

Feb. 15-16, 2010
8:30 am - 4:30 pm

Ramada Hotel
7510 Two Notch Rd.
Columbia, SC 29223

Phone Ramada Hotel for \$69 per night rate (803) 736-3000



- Register or pay Online at www.PublicSafetyMediaTraining.com
- Register by Phone (pay by check) (866) 470-0716 (Toll Free 24 hrs.)
- Register by FAX: (775) 665-7672 or US Mail (we'll bill you later)

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